



ST. LOUIS EARTH DAY ANNUAL REPORT FY 2011

OUR MISSION

To make every day Earth Day by cultivating environmental stewardship and engaging individuals, governments, businesses, schools and the non-profit sector in celebration, education and action to support a healthy and sustainable future.



PROGRAMS & EVENTS

ST. LOUIS EARTH DAY FESTIVAL

On **April 17, 2011**, St. Louis Earth Day (SLED) held what now ranks as the **3rd largest Earth Day celebration in the nation** according to Earth Day Network, the international organization that catalogs and supports community Earth Day events around the world.

The **22nd annual St. Louis Earth Day Festival** was held in Forest Park on the Muny grounds 11am until 6pm with special eco-art programming starting at 10am as preparation for the All Species Parade.

The event featured traditional favorites like three stages of entertainment, along with new additions like the Green Strum Project Band Scramble. Of the 3620lbs of waste produced at the event, **89% was diverted from area landfills** to be recycled or composted.

SLED is grateful for the support and partnership of many local businesses, companies, and organizations. The event was sponsored in part by Ameren Missouri, Laclede Gas Company, Schlafly Beer, Schnucks Markets, St. Louis Composting, and Shapiro Metals.



BY THE
NUMBERS

30,000
Event Attendance

22
Food & Beverage
Vendors

174
Vendor/Exhibitor
Booths

34
Educational Exhibitors

262
Number of Volunteers

916
Total Volunteer Hours

RECYCLING EXTRAVAGANZA

The **Recycling Extravaganza (REX!)** made its debut in **April 2011** as part of the St. Louis Earth Day Festival. From 9am to 3pm hard-to-recycle items were unloaded from **331 vehicles** on the St. Louis Community College - Forest Park Campus (STLCC). In addition to partnership with STLCC, a coalition of area re-users and recyclers was organized to facilitate the collection event.

Many of the collectors accept materials year-round and used the opportunity to publicise their business' or organization's services. A small sample of the scrap, equipment, packaging and household items that were collected includes bicycles, blinds and curtains, fire extinguishers, light bulbs (both incandescent & CFL), microwaves, televisions and 'anything with a cord', pots and pans, and violins.

A free shuttle service was available to participants and non-participants of REX! who were invited to leave their vehicles at STLCC. The service was provided by the St. Louis Lambert International Airport who ran one biodiesel and one compressed natural gas (CNG) bus every 15 minutes between 10:30am and 6:30pm.

The following businesses and organizations participated as collectors at the event:

Ameren Missouri
EarthWays Center
Eye on Design
Flooring Systems, Inc.
Habitat for Humanity

Saint Louis - ReStore
Making Music Matter
Midwest Recycling & Shredding
Midwest Recycling Center
Saint Louis BicycleWORKS

Shapiro Metals
St. Louis Composting
St. Vincent De Paul
Teachers' Recycle Center
UpCycle Exchange

RECYCLING ON THE GO



Between September 1, 2010 and August 30, 2011, Recycling On the Go (ROG) was available on **127 event days** and experienced by over **810,000 event-goers** at **47 area festivals and special events!** Our staff and volunteers worked to divert **43.9 tons/744.6 cubic yards** of recyclables, organic waste and spent cooking oil from area landfills.



In September 2010, we debuted our ROG **educational display** which has been used at events where we manage waste diversion, but also at outreach events. The display was made possible by the financial support of the St. Louis County Department of Health.

In early 2011, the Laclede Gas Company donated a modified **2005 Chevy Silverado** to SLED. The truck is fueled by compressed natural gas (CNG), a cleaner-burning and less expensive fuel than gasoline. SLED staff have utilized the truck to its fullest extent, hauling tons of equipment and material over the course of the 2011 season.

This season also saw a **new partnership** blossom with the St. Patrick Center (SPC). Beginning with the 2011 Pride Fest in June, SLED hired graduates of SPC's Veterans GO! Green program, which focuses on employment opportunities and skills required to succeed in careers within the material recycling and reuse industry.

EVENT-GREENING WORKSHOP

On **February 8, 2011**, SLED held its first workshop to share information about event-greening techniques for the various aspects of event logistics, and hear from industry stakeholders. It also served as an opportunity for participants to share their successes and challenges with fellow event-planners to promote a more supportive community for sustainable event-planning in St. Louis.

Over **30** of our event and industry partners joined us at the William A. Kerr Foundation, a LEED certified building. Guest speakers included Gary Gilliam of Resource Management, Ashley Bement of St. Louis Composting, and Clarice Hutchens of Replenishing the Earth. All those present at the workshop left with our **Green Event Tool Kit** for guidance in selecting sustainable alternatives throughout the planning process for an event of any size.

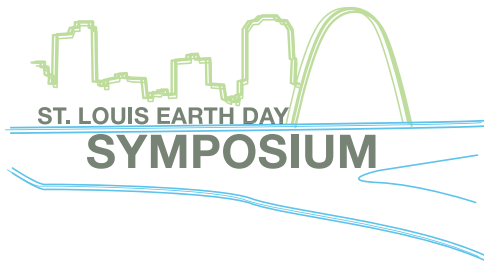
This workshop was made possible by the St. Louis-Jefferson Solid Waste Management District and the Missouri Department of Natural Resources, and supported by Companion Bakery, Chauvin Coffee Company, Blue Skies Recycling, and the William A. Kerr Foundation.

"The St. Louis Earth Day Event-Greening Workshop was a great opportunity to learn about waste management and how to execute a green event plan.... Within a few months we tested the templates and strategies provided by SLED and found them to be easy and effective. At the workshop, I developed contacts with event planners working towards the same goals and vendors willing to help, both of which have been crucial to rolling out the program and working out the kinks."

Stewart Wolfe, Festivals-Tours, Schlafly Beer



EARTH DAY SYMPOSIUM



The **11th annual St. Louis Earth Day Symposium**, 'Planning for Clean Water and Healthy Communities,' welcomed **115** local government officials, planners, council members, mayors, non-profit and development professionals for a **technical workshop and conference October 26-27, 2010**. Representatives from municipalities, companies, universities and agencies throughout Missouri and Illinois came to network and learn about watershed planning and environmentally responsible approaches to stormwater management.

At the technical workshop, detailed perspectives and approaches were presented on proven models and avoidable pitfalls in stormwater management planning and implementation. On the second day, featured speakers included Dr. Peter Wyse Jackson, incoming Director of the Missouri Botanical Garden; Mike Wells, the Deputy Director and Chief of Water Resources from Missouri Department of Natural Resources; Steve Kovac, the Branch Chief for Watershed Planning and Implementation of the US EPA Region VII; and Brian Marengo, P.E., the Senior Water Resources Technologist at CH2M HILL.

The program concluded with public lecture by representatives from Engineers without Borders and Habitat for Humanity focusing on humanitarian projects that improve water quality in Honduras and St. Louis.

BARGE TRIP

In conjunction with the Earth Day Symposium, over **200** people joined SLED and the U.S. Army Corps of Engineers-St. Louis District on **October 14, 2010** for a Mississippi River barge trip.

Participants learned about river transportation, channel maintenance, levees and flood protection, businesses that use the river, and about the efforts to protect and improve natural areas, habitat and recreational opportunities in the confluence region.

The barge departed from the St. Louis Riverfront below the Gateway Arch and returned through Lock 27 for views of the Columbia Bottom Conservation area and Jones-Confluence Point State Park.



GREEN DINING ALLIANCE



The **Green Dining Alliance (GDA)**, SLED's newest initiative, was created to work with area restaurants to reduce their environmental impact by considering all aspects of their operations; including reducing, recycling and composting restaurant waste, and sourcing sustainable foods, to-go ware, and cleaning supplies. In addition, the program educates diners about their dining options and connects them with restaurants that share their values.

The idea for the program had been seeded several years prior, but with some start-up funding from Whole Foods Market and the Crawford Taylor Foundation, and the development of critical partnerships with Blue Skies Recycling and CMS Solutions, a program coordinator was hired in March 2011 to develop the GDA program and certification.



FINANCIALS

SEPT. '10 – AUG. '11

Support & Revenue		Percent of Total
Contributions	\$84,397.00	30 %
In-kind Contributions	\$74,729.00	27 %
Grants	\$52,891.00	19 %
Program Revenue	\$65,987.00	23 %
Merchandise Sales	\$2,676.00	1 %
TOTAL		\$280,680.00

Expenses		Percent of Total
Program Services	\$245,077.00	91 %
Management and General	\$18,724.00	7 %
Fundraising	\$4,893.00	2 %
TOTAL		\$268,694.00

Expenses by Program		Percent of Total
Earth Day Festival	\$125,349.00	51 %
Symposium	\$25,974.00	11 %
Recycling On the Go	\$91,495.00	37 %
Other Programs	\$2,259.00	1 %
TOTAL		\$245,077.00

NET
ASSETS

\$60,785.00

Beginning of the Year: August 2010

\$72,771.00

End of the Year: August 2011

SUPPORT & LEADERSHIP

2011

SPONSORS & GRANTERS

Adventure Fit, Inc
Ameren Missouri
American Planning Association
American Society of Civil Engineers-St. Louis Section
CH2M HILL
Chipolte Mexican Grill
Costco Wholesale
Dr. Bronners's Magic Soap
Great Rivers Greenway
Home Green Home
Indoor Comfort Team LLC
Laclede Gas
Landis+Gyr
Metropolitan St. Louis Sewer District
Missouri American Water
Missouri Department of Conservation

Missouri Department of Natural Resources
New Belgium Brewery
Paul Cerase
Pedro's Planet
Sappington Farmers Market
Schlafly Brewery
Schnucks Markets
SCI Engineering
St. Louis Cardinals
St. Louis Composting
St. Louis-Jefferson Solid Waste Management District
The Confluence Partnership
The Saint Louis Brewery, Inc.
United States Army Corps of Engineers
Whole Foods, Inc.

COMMUNITY PARTNERS

American Planning Association
American Society of Civil Engineers
ARTDimensions
Blue Skies Recycling
Boeing Employees for Environmental Protection
BUILD St. Louis
CH2M HILL
The City of St. Louis
CMS Solutions
The Confluence Partnership
Driskill Interpreting Services
Earth Day Network
EarthWays Center
East-West Gateway Council of Governments
Green Strum Project
Greenway Network

HomeECO
Metropolitan St. Louis Sewer District
Missouri American Water
Missouri Botanical Garden
Missouri Department of Conservation
The Muny
Open Space Council for the St. Louis Region
PurePower by Ameren Missouri
SCI Engineering
Schlafly Brewery
STL Blues
St. Louis Green
Teachers' Recycle Center
Trailnet
U.S. Army Corps of Engineers St. Louis Division

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Home Eco
Johnny on the Spot
KWMU St Louis Public Radio
Labeebee's
Lambert International Airport

MAC Meetings & Events
Missouri Botanical Garden
Pi Pizzeria
R3 St Louis
Regency Enterprise Services, LLC
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Spirit Seeker Magazine
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St. Louis Yoga & Spa Magazine
StLouisGreen.com
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Women's Journals

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